

Rola technologii w generowaniu zysków

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Warszawa 10.01.2018

| Digital trends in retail

| Top 3 digital trends in retail globally

#1

Online retail grows
faster than
traditional retail

#2

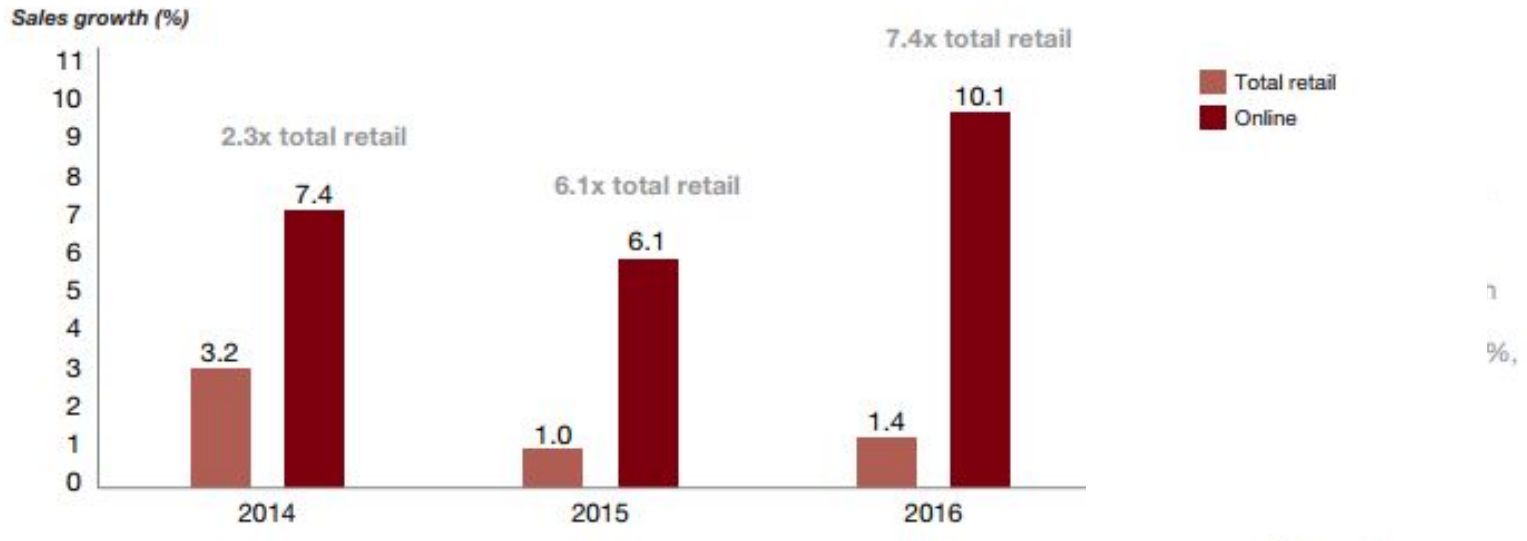
From ecommerce to
mcommerce

#3

Technology is
improving customer
experience

Online retail is experiencing significantly stronger growth in sales than retail as a whole

In 2016 in U.S, online retail grew 7.4x more than total retail (excluding online)



Shopping on smartphones is getting easier

In 2016 global mobile sales made up **34%** of all e-commerce transactions around the world, and it's projected to grow 31% in 2017

Website Features of Retail Brands in Europe, by Country, Aug 2016

% of audited brands

- 1 Mobile-optimized site**
- 2 Responsive web design**
- 3 GPS store locator (desktop site)**
- 4 GPS store locator (mobile site)**
- 5 Ecommerce functionality (desktop site)**
- 6 Ecommerce functionality (mobile site)**

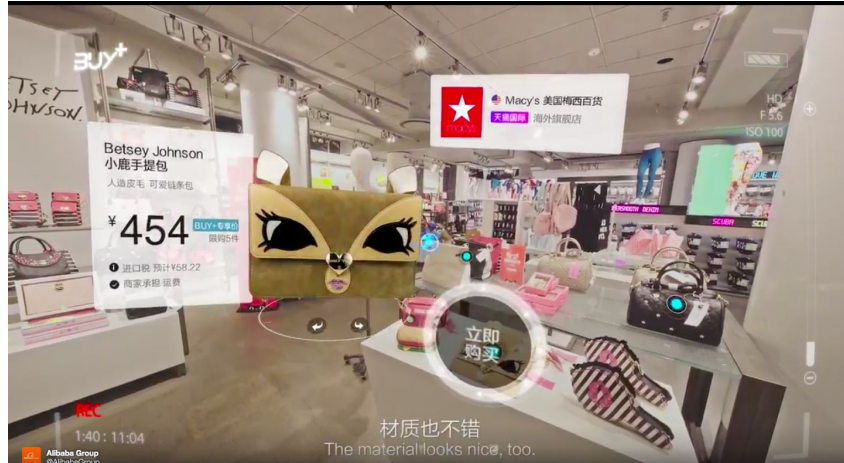
	1	2	3	4	5	6
Germany	100%	96%	22%	22%	92%	92%
Netherlands	96%	58%	60%	48%	76%	60%
Ireland	92%	70%	84%	84%	70%	70%
Poland	92%	54%	28%	34%	72%	68%
Spain	86%	62%	92%	90%	74%	74%
Serbia	72%	60%	6%	12%	56%	46%
Turkey	62%	38%	62%	62%	46%	46%
Total	86%	63%	51%	50%	69%	65%

Source: Interactive Advertising Bureau Europe (IAB Europe), "Advertiser Mobile Audit Report," Sep 27, 2016

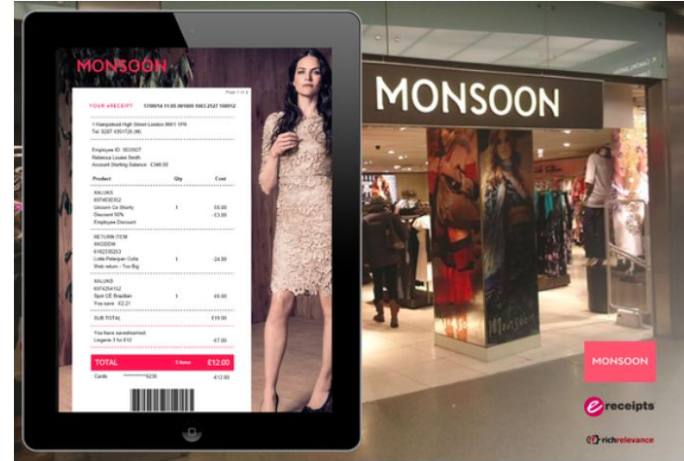
217565

www.eMarketer.com

Technology allows to bridge the gap between offline and digital



Alibaba provides immersive experience by allowing to shop via virtual reality with help of VR/AR



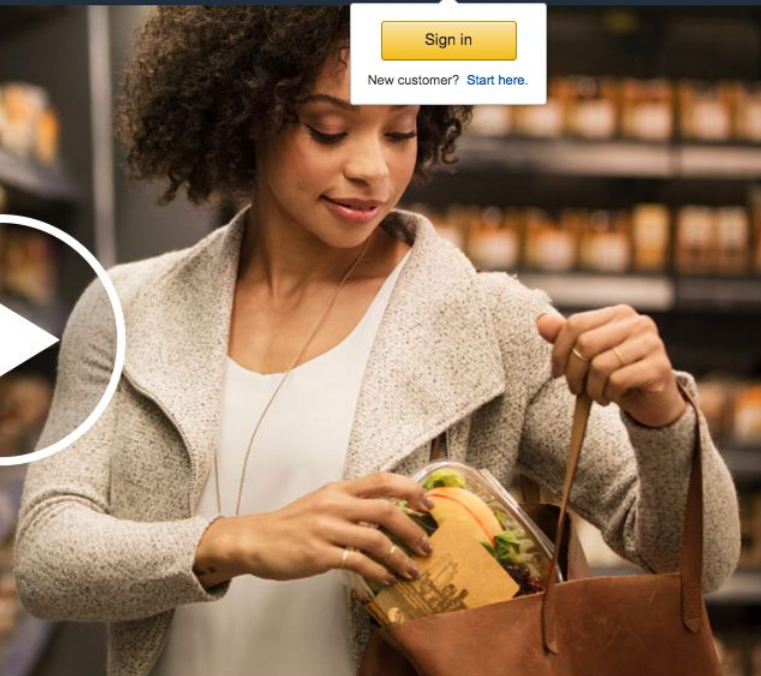
Monsoon Accessorize provides customers with e-receipts that gives them personalized offers based on their online and offline purchase habits

Sign in

New customer? [Start here.](#)

amazon go

Introducing Amazon Go and
the world's most advanced
shopping technology.
No lines, no checkout—
just grab and go!



| How Polish consumer expect retail to change in 2030?

Digitalization



87%

Believe that majority of shops will provide digital services to its customers

Seamless checkout



86%

Poles expect that standard checkout counter will be replaced by electronic or mobile payments

Less brick and mortar shops



77%

Poles think that there will be far less brick and mortar shops in 2030

Role of mobile in retail of the future



Poland



Germany



Switzerland



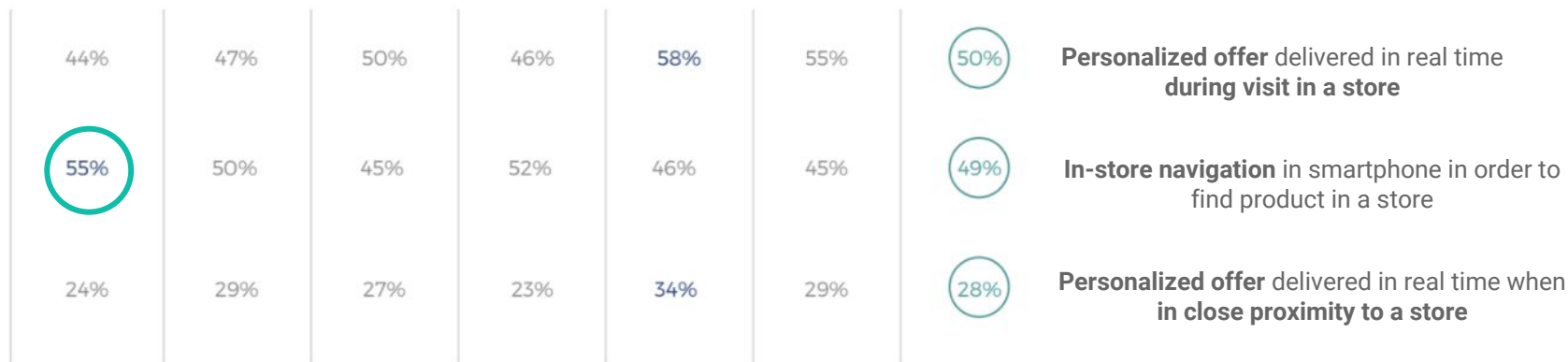
The Netherlands

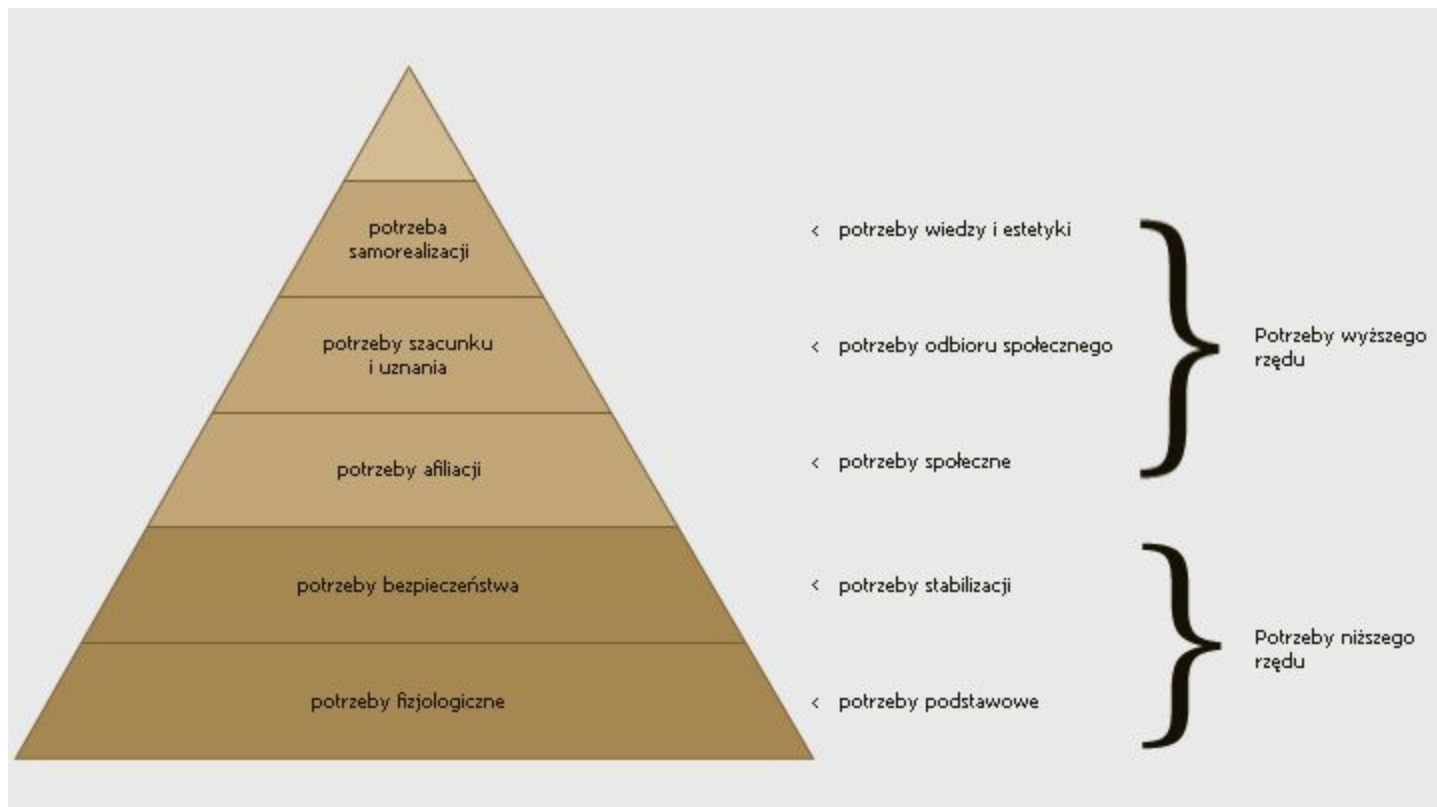


Italy



Great Britain







Kolejny rok mobile :-) & UX

Ponad **POŁOWA** wyszukiwań
pochodzi z urządzeń mobilnych (globalnie)

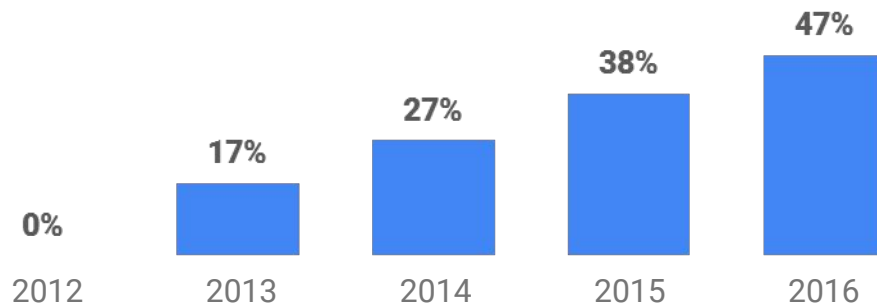


Smartphone use in the population

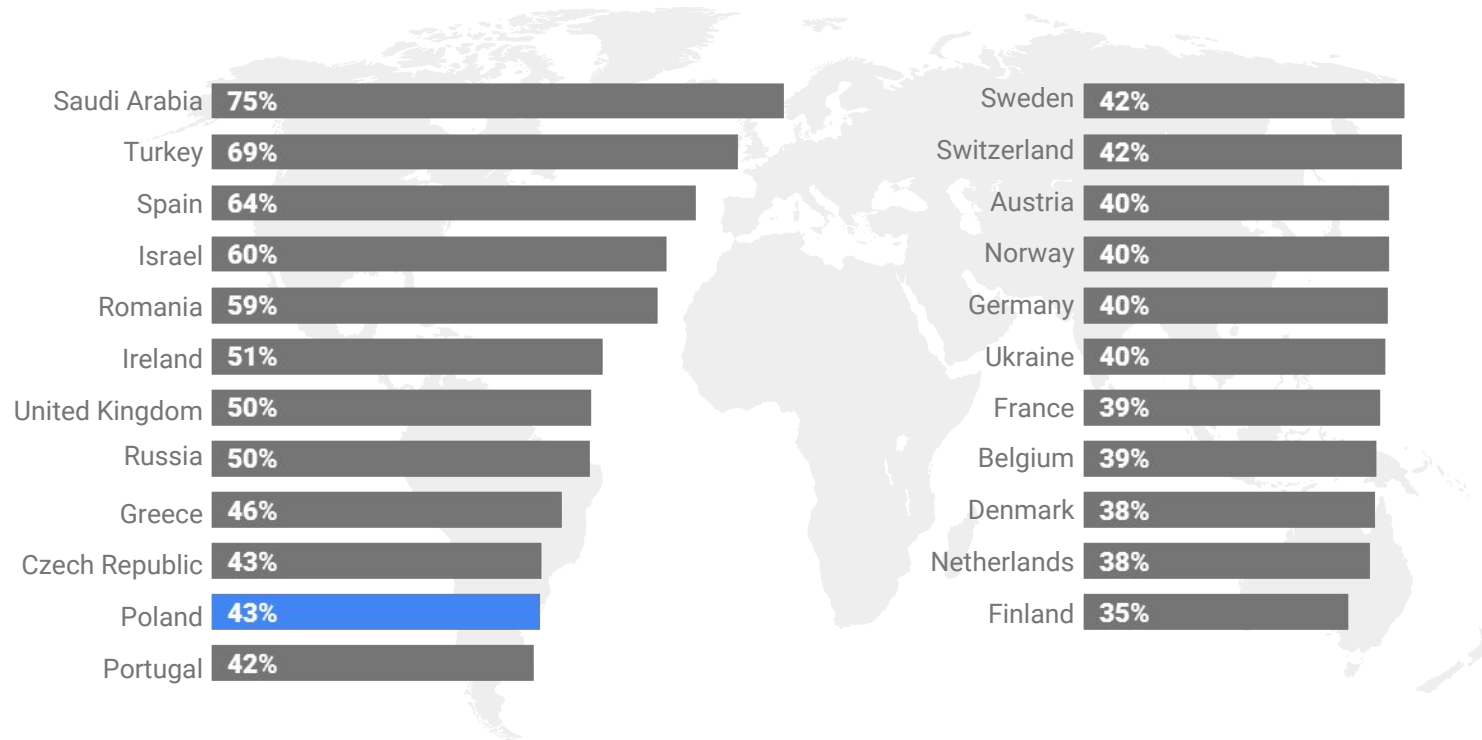
76%

OF PEOPLE 16+
USE A SMARTPHONE

% online pop who access the internet via smartphone
at least as often as via desktop computer



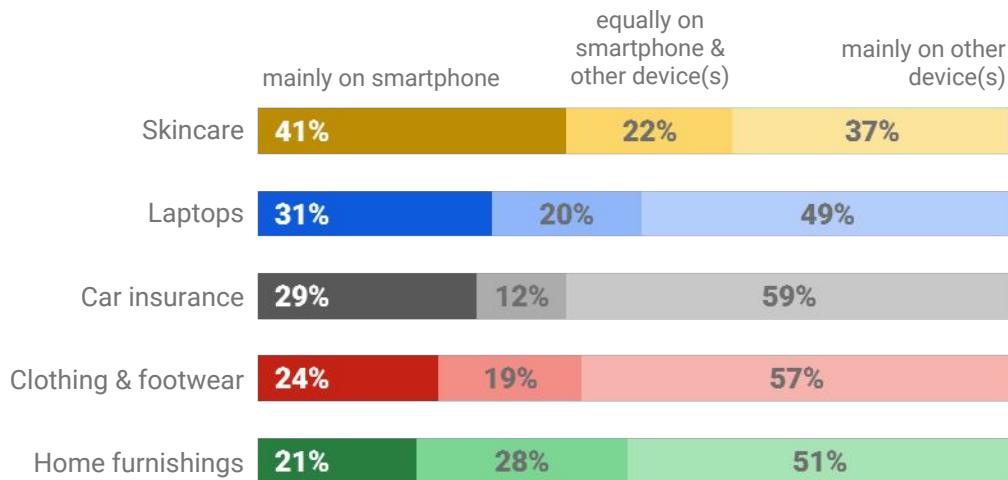
Use of smartphone to research, across products



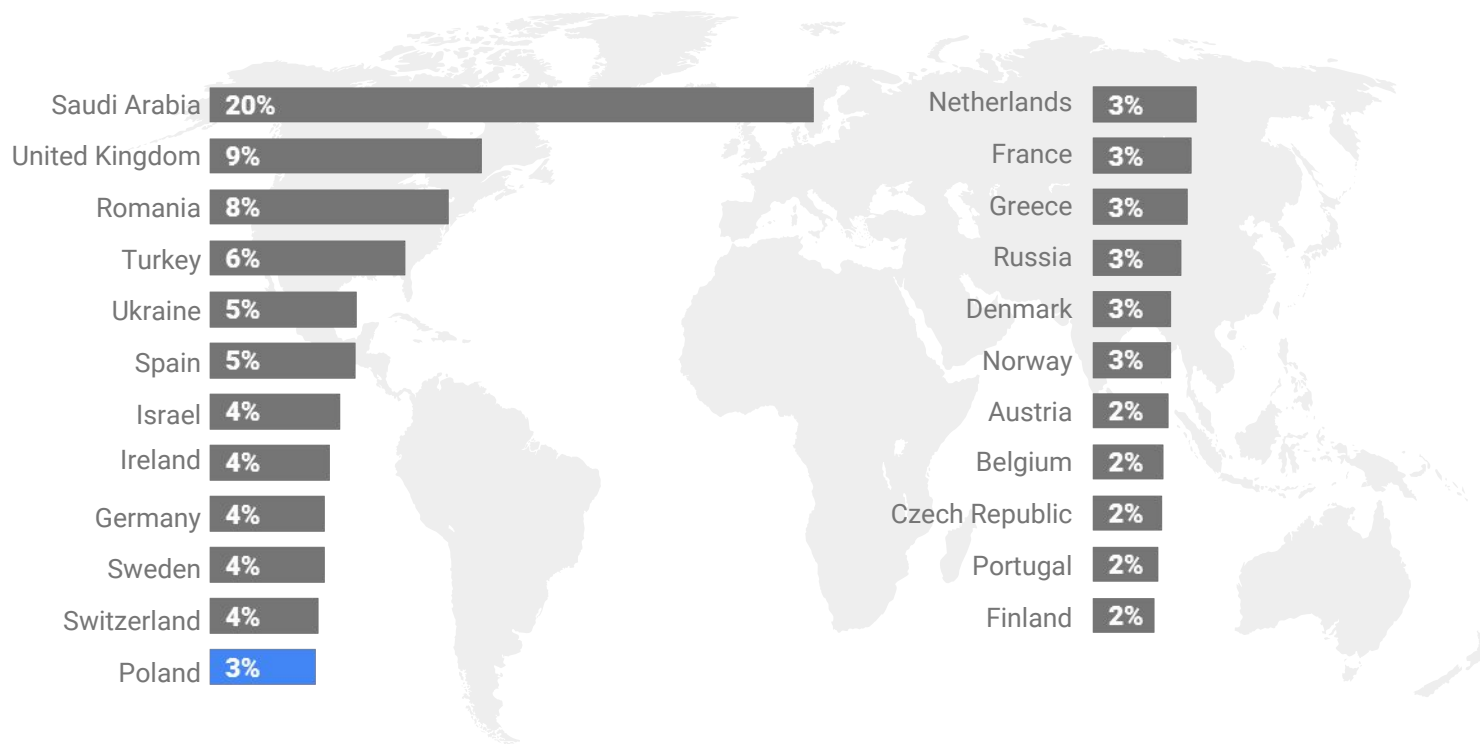
Using smartphones with other devices for product research



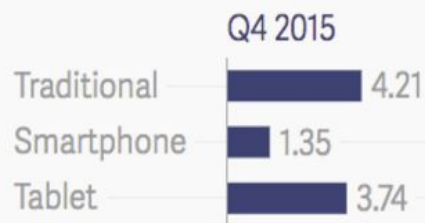
Of those who researched on smartphone
and at least one other device research,
% who researched:



Use of smartphone to purchase, across products

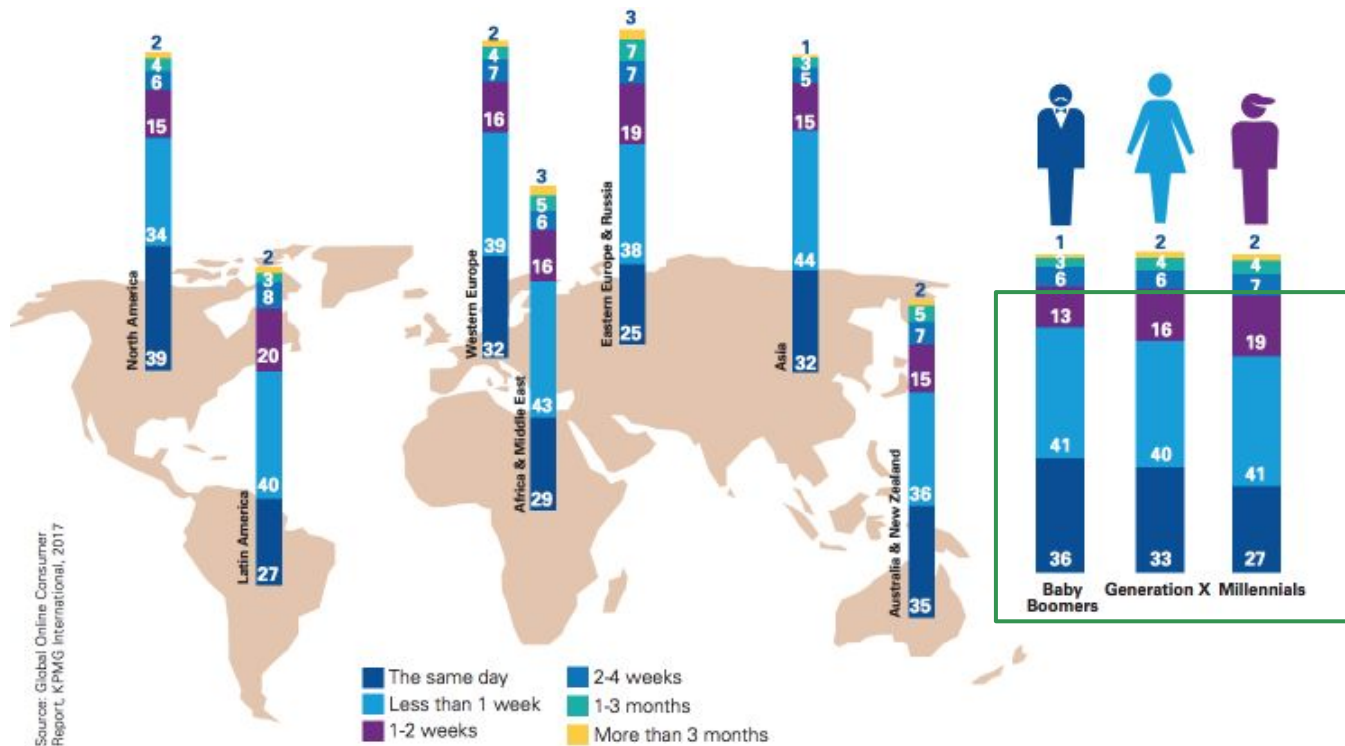


Conversion rates of online shoppers by device and platform Q4 2016

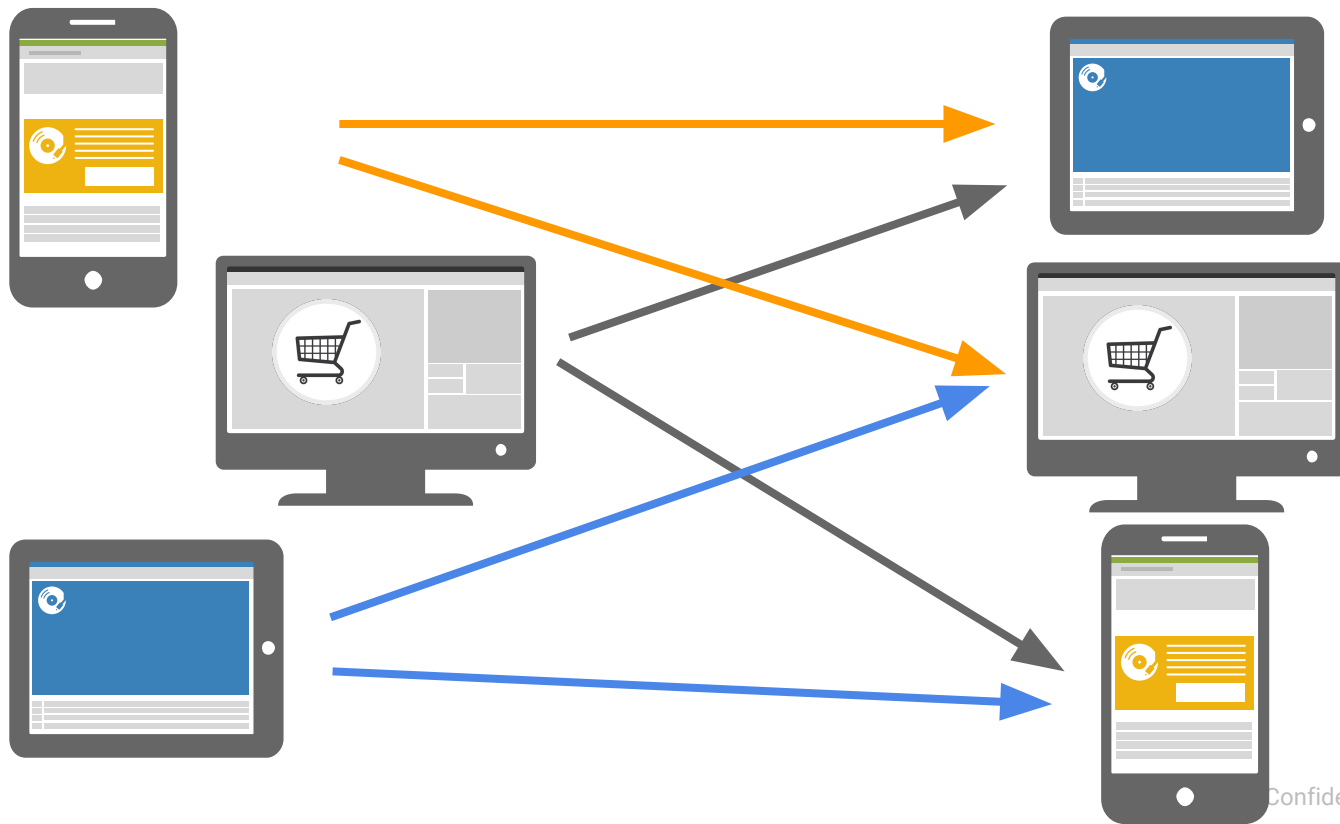


Source: [Monetate Ecommerce Quarterly](#), global stats

Purchase journey is getting more complex



Cross-device conversions measure users that start with a click on one device and convert on another



Choosing of attribution model is crucial

Proprietary + Confidential

SIMPLE MODELS

Conservative growth strategy ←

→ *Aggressive growth strategy*



Last Click



Time Decay



Linear



Position-Based



First Click

COMPLEX MODELS



Custom Rules-Based

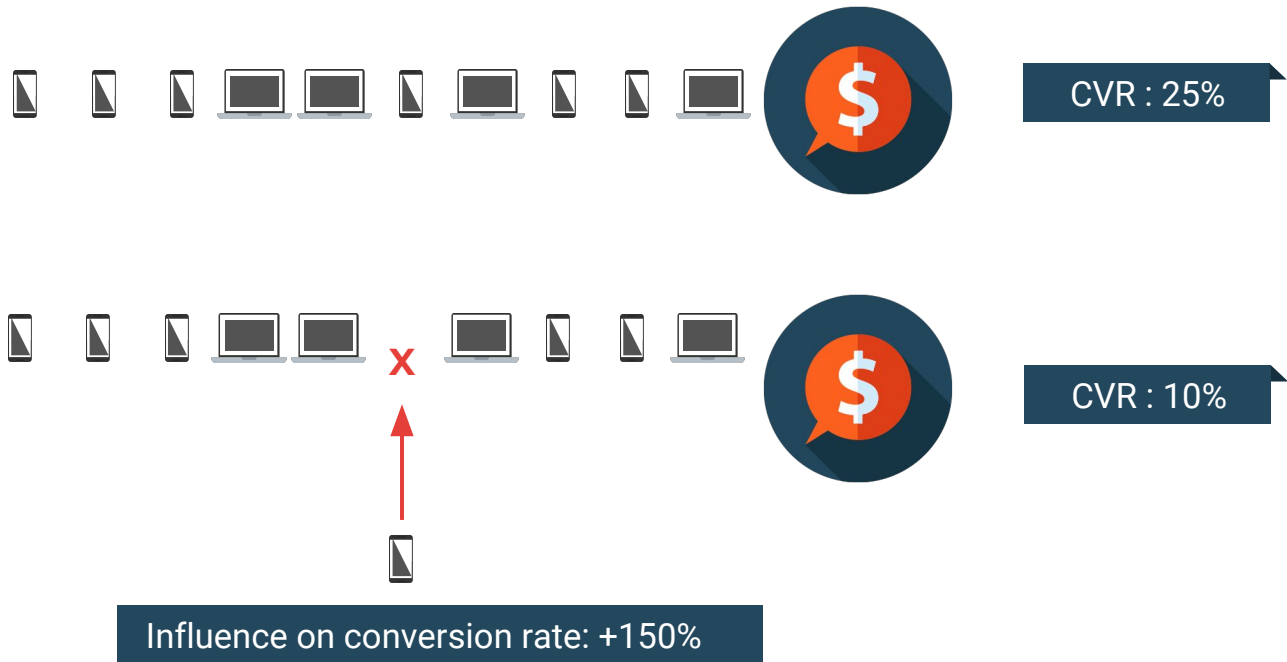


Data-Driven

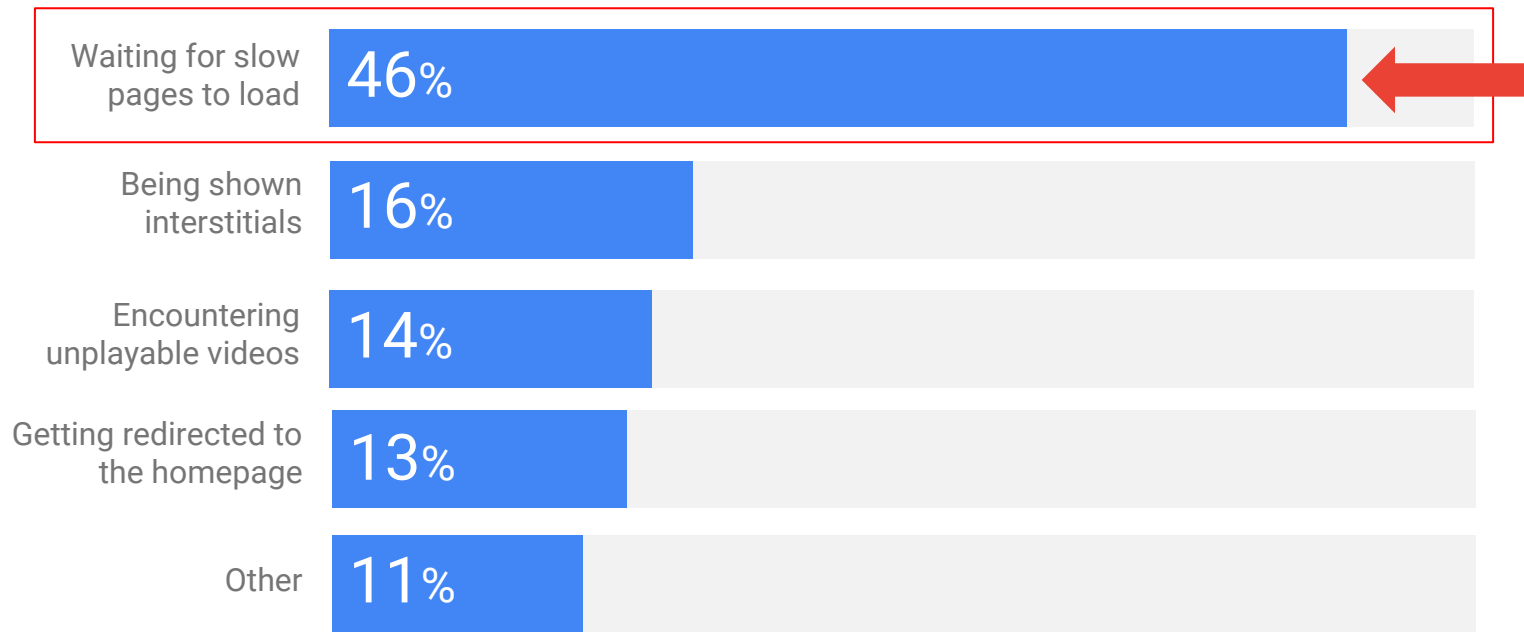


Data Driven model

Proprietary + Confidential



“What do you dislike most when browsing the web on your mobile device?”



Google

www.testmysite.withgoogle.com

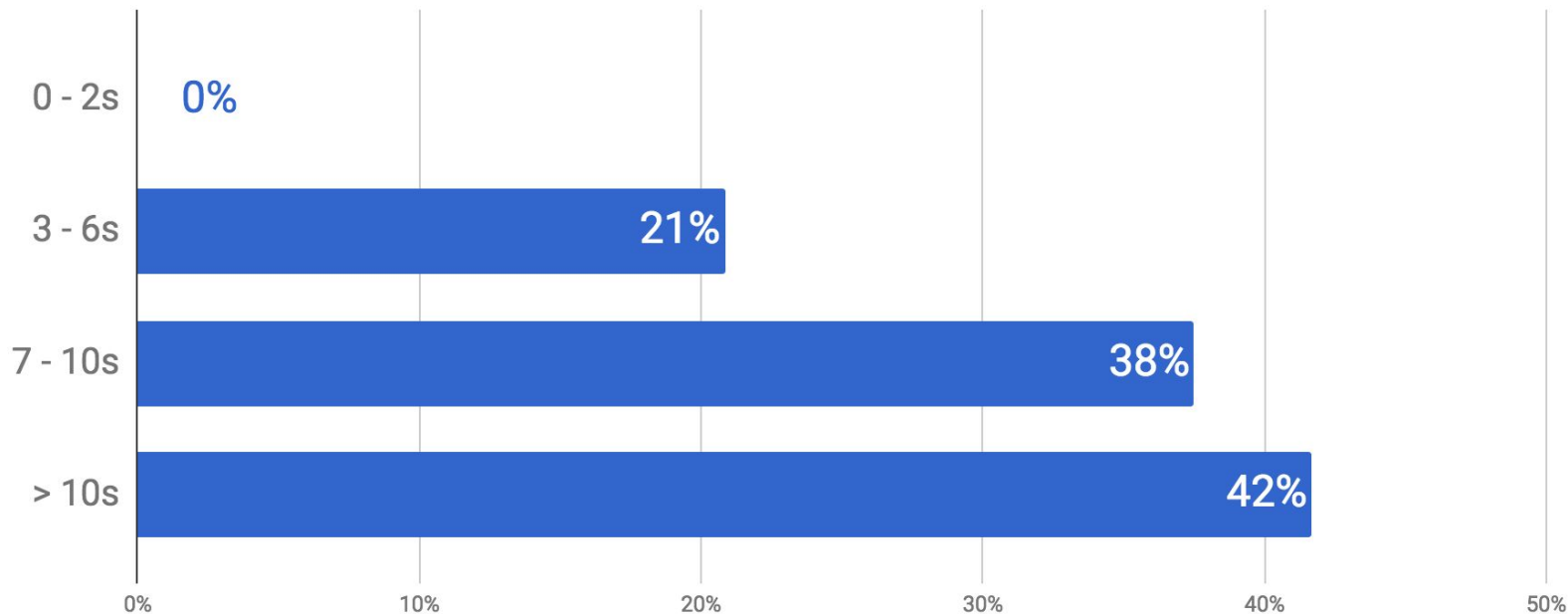
Test your
mobile speed.

Most sites lose half their visitors while loading.

Enter URL to test your speed.



Distribution of page speed in this room



Source: <https://testmysite.withgoogle.com/>

What is a good load time?



1-2 seconds: Good

3-6 seconds: Average, but try to improve it.

7-10 seconds: Poor. Get to work.

10+ seconds: I'm very, very sorry.

–Jeremy Smith, Conversion Optimization Expert

Source: ["Why Page Load Time Matters for Conversion Optimization"](#)

A black and white photograph of a fishing trap on a rocky shore. The trap is made of wire mesh and is partially submerged in the water. It is tilted and appears to be abandoned. The background shows a cloudy sky and the ocean.

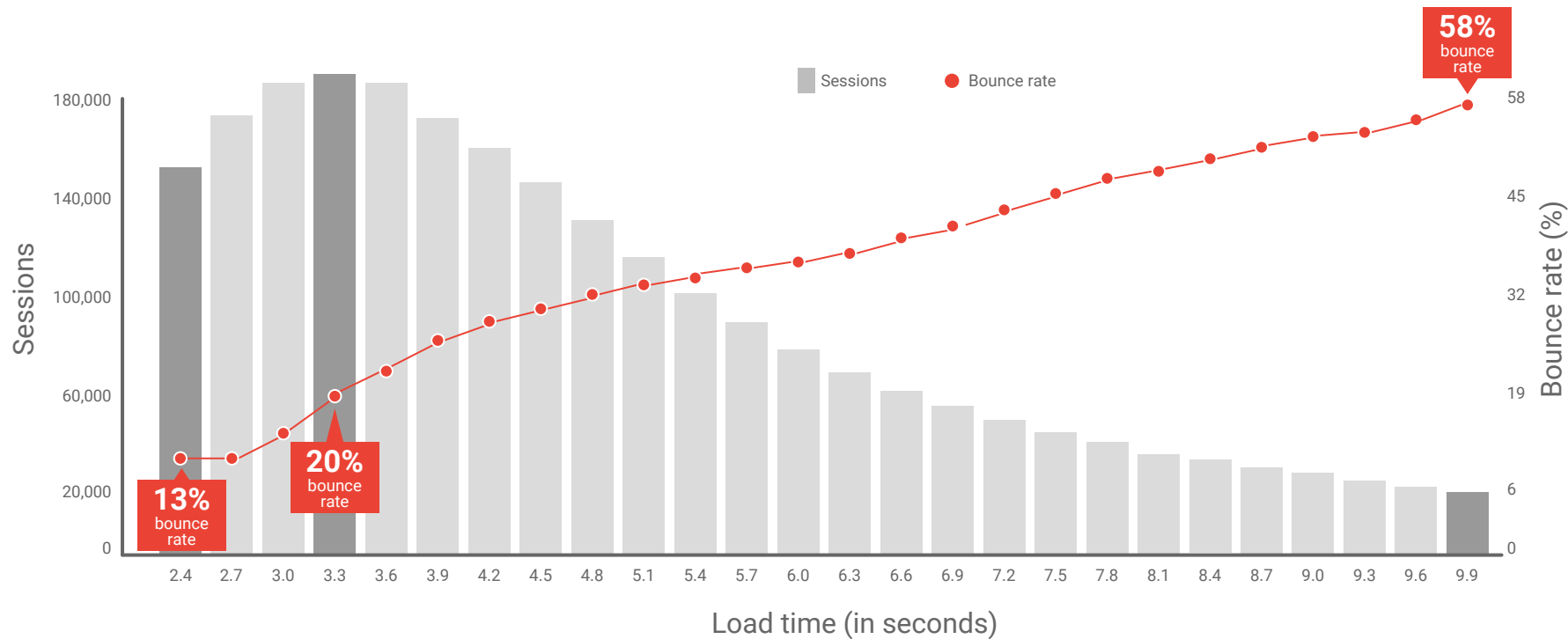
49% of people will **abandon** a website if it takes longer than **10 seconds** to load.

– *kissmetrics infographic*



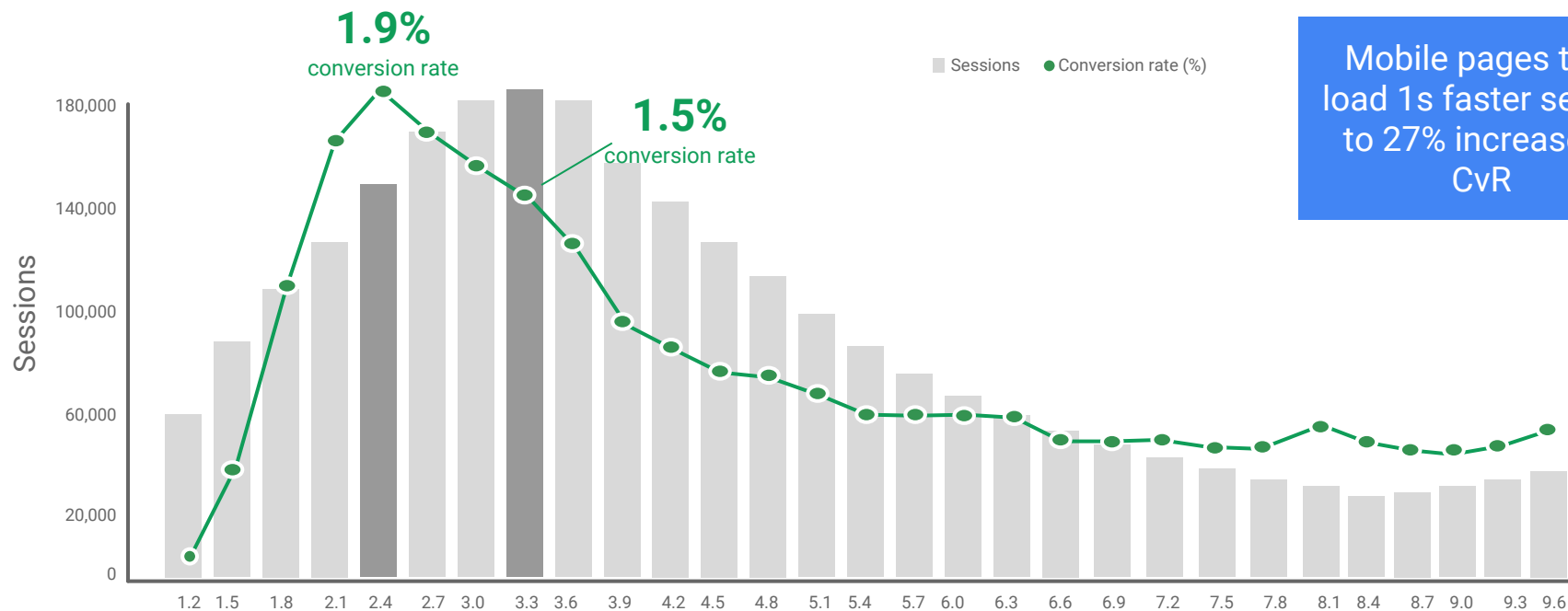
Page speed = \$\$\$

Faster means fewer bounces



Source: SOASTA, 2015

Faster means more conversions



[SOASTA Case study \(September 1st, 2015\)](#)

More wins! Speed = Business Impact

Google

2% slower



2%

fewer
searches/user

YAHOO!

400ms faster



9%

more
traffic

Aol.

Faster pages



more
page views

amazon.com

100ms faster



1%

more
revenue

shopzilla

5s faster



25%

more pageviews,
7-12% more revenue

fathead

37% faster



70%

increase in mobile
revenue per user

GQ

80% faster



108%

increase in ads
interaction rate

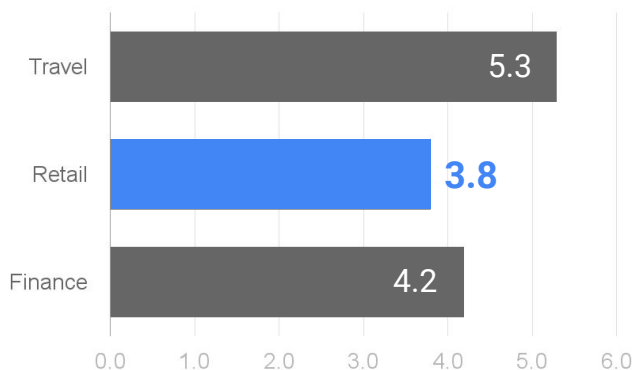


**“Let me give you the pain upfront.
Your target for latency is
one second.”**

Jeff Bezos

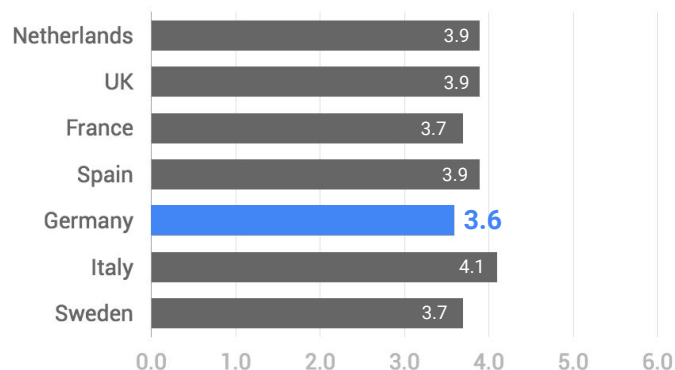
Retail sites are the fastest

Average site speed for retail across all countries is 3.8 seconds



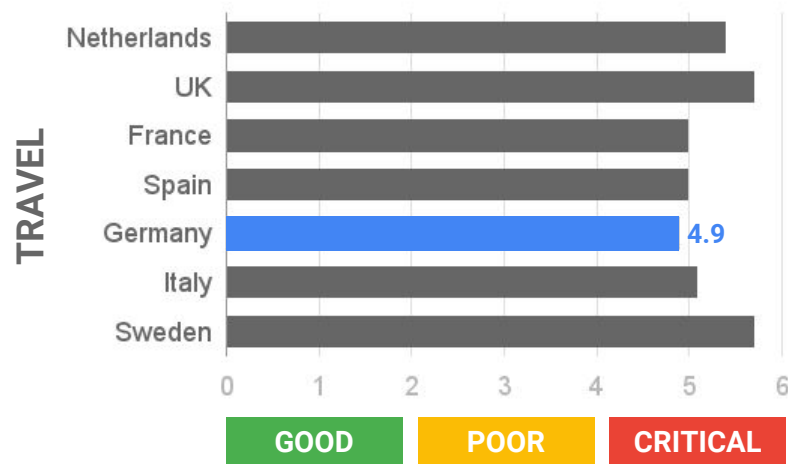
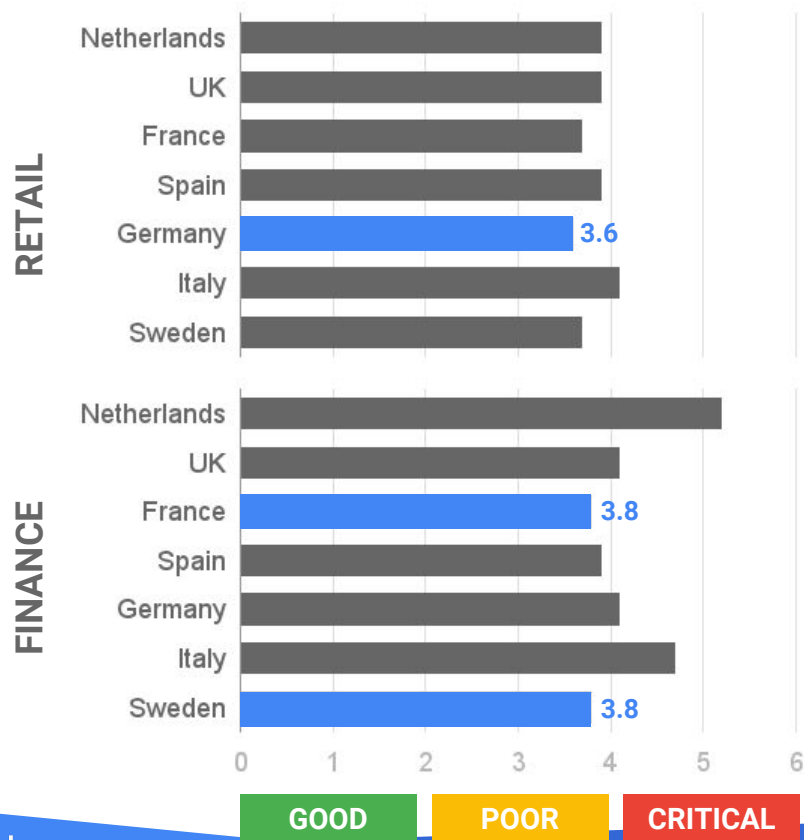
... especially in Germany

German retail sites page speed average is 3.6 seconds



All countries fail benchmark (2+ secs)

... with Travel “Critical”





Speed

Engagement

Conversion

Retention

----- What technology can help me? -----

Accelerated Mobile Pages

Progressive Web Apps

Web Payments

Identity & Seamless Sign In



AMP

4x

faster

<1 sec

median load times

10x

less data

Progressive Web Apps (PWA)

Raising the bar for new mobile web experiences.



Fast



Reliable



Engaging



Speed

Engagement

Conversion

Retention

What technology can help me?

Accelerated Mobile Pages

Progressive Web Apps

Web Payments

Identity & Seamless Sign In

Checkout: Traditional Path

Proprietary + Confidential

Too many fields lead up to **97%** of checkout abandonment

The diagram illustrates a traditional checkout path with four sequential steps, each represented by a progress bar and a form. The progress bars show the current step as active (filled circle) and previous steps as completed (checkmark in a circle). The forms contain various input fields for user information.

- Step 1: CREATE YOUR ACCOUNT**
 - Progress: Basic Info (1), Shipping (0), Billing (0), Payment (0)
 - Form fields: Full Name (John Smith), Email Address (yourname@email.com), Password (masked), Confirm Password (masked), GO TO NEXT STEP button.
- Step 2: SHIPPING INFORMATION**
 - Progress: Basic Info (checkmark), Shipping (2), Billing (0), Payment (0)
 - Form fields: Address (Street Address, Street Address 2 (if necessary)), City (Your City), Zip Code, Country (dropdown), Billing address is same as shipping checkbox, GO TO NEXT STEP button.
- Step 3: BILLING INFORMATION**
 - Progress: Basic Info (checkmark), Shipping (checkmark), Billing (3), Payment (0)
 - Form fields: Billing Address (Street Address, Street Address 2 (if necessary)), City (Your City), Zip Code, Country (dropdown), GO TO NEXT STEP button.
- Step 4: PAYMENT INFORMATION**
 - Progress: Basic Info (checkmark), Shipping (checkmark), Billing (checkmark), Payment (4)
 - Form fields: Card Number (Street Address, masked), Expires on (8 - August, 2017), Security Code (masked), The security code appears as 3 numbers on the back of card, CREATE YOUR ACCOUNT button.

Below the forms, the steps are summarized:

- 1 Create Account: **Basic Info**
The user is prompted to fill out the minimal information needed to start the account creation process
- 2 Create Account: **Shipping Info**
- 3 Create Account: **Billing Info**
- 4 Create Account: **Payment Info**

Around **120 taps** to complete the checkout

How does Google Pay work?



Google Pay replaces all the middle steps by browser pre-populated form

https://alicesdonuts.xyz

Checkout

Glazed donut\$8.99

Boring bagel\$2.99

Total\$11.98

Buy

https://alicesdonuts.xyz

Shipping

Shipping Address

City

State

Next

https://alicesdonuts.xyz

Billing Information

Billing Address

City

State

Next

https://alicesdonuts.xyz

Payment Method

Credit card number

Expiration

CVC

Or choose another way to pay:

BobPay

PayFriend

Next

https://alicesdonuts.xyz

Confirmation

Payment Method:
Visa *** 1111 03/21

Total amount:
\$11.98

Finalize

Checkout using Google Pay

From 120
to 2 taps!

<https://alicesdonuts.xyz>

Checkout

Glazed donut	\$8.99
Boring bagel	\$2.99
Total	\$11.98

[Buy](#)

Click on
BUY...



Select payment method

VISA Visa 2429

Google

aptesting99@gmail.com

Select payment method

- ☒ Amex •••• 1002
- ☐ Visa •••• 0347
- ☐ Mastercard •••• 5938
- ☐ Add new credit or debit card

... and on
FINALIZE

<https://alicesdonuts.xyz>

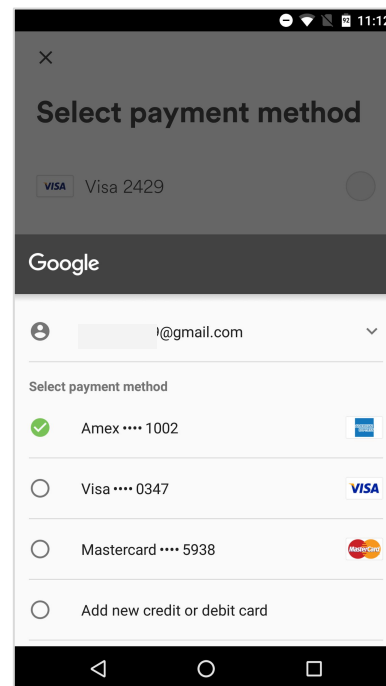
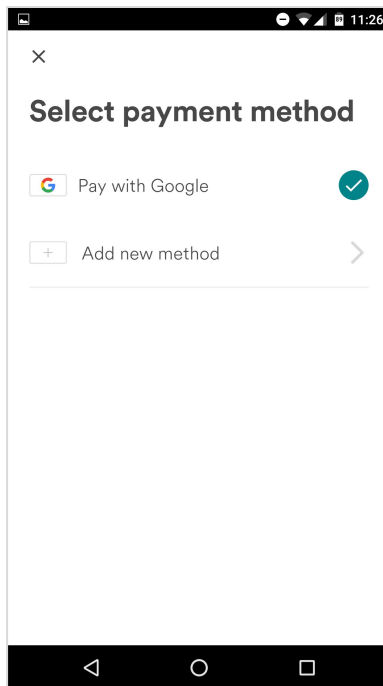
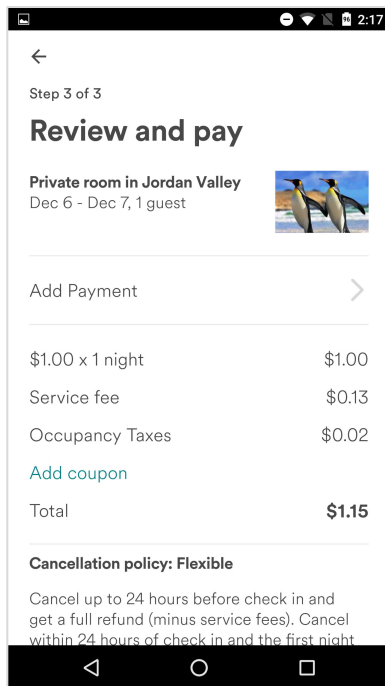
Confirmation

Payment Method:
Visa *** 1111 03/21

Total amount:
\$11.98

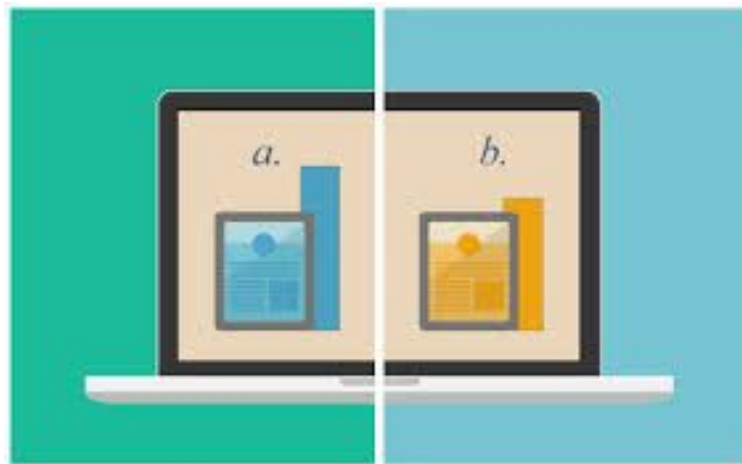
[Finalize](#)

Live examples



Example of integration done by AirBnB

Najważniejsze są testy :-)



I ludzie :-)



Dziękuję